

5 a Day-Power Play!

News



Bewitching Children Through TV Commercials

Parents have the best intentions for their kids and monitor the TV programs they watch. But who can pay attention to all those commercials! It seems more time is spent watching commercials than the actual TV programs.

When it comes to bewitching kids, TV commercials are more effective than any high-powered salesperson. In his book, *What Are We Feeding Our Kids?* Michael F. Jacobson, PhD states: “Good morning, I’d like to beguile your children and lure them into bad habits that will harm their health. Please leave the room so I can speak to them directly without your interference.”

Many food commercials target kids rather than their parents. Kids ask for what commercials advertise. Most

foods advertised on TV are high in fat, sugar, and salt. According to Jacobson’s book, nine out of ten commercials promote candy bars, sugary cereals, snack foods, salty canned foods, fast food, and chips.

Most sugary cereal commercials are played during Saturday morning cartoons. They feature cartoon characters and catchy phrases. They show kids eating together, they look cool, and they are happy.

If all kids see on television are these unhealthy foods, it is up to parents to offer something better. Don’t let the television be the third parent for your kids—take control of what they eat. Teach them that healthy food=healthy bodies!

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Commercial Facts:

- Children will see up to 50,000 commercials a year
- A person must see a commercial about 7 times before they remember it
- An average child watches up to 4 hours of TV every day

**Next time you see a commercial count how many times the name of the product is said.*

Is it more than 5?

Who Is Telling Kids What To Eat?

A basketball star sells soda, a rock star sells chips, and a movie star sells fast food. This is who kids listen to when it comes to food. Kids think—If someone cool on TV eats it, maybe it can make me cool too.

Mixed messages are being sent when celebrities are selling food. It seems eating these foods makes you slimmer, prettier, or better at sports. These commercials are deceptive and can have a dramatic effect on the lifelong eating habits of our kids. But how many times have you seen a celebrity eating fruits and vegetables on a commercial?

For more information about the **5 a Day-Power Play! Campaign**,

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Or visit our website at

www.sbcounty.gov/eatwell